

CHAPTER I

INTRODUCTION

This chapter presents information about this research, the point are the background of the research, statement of research problem, objective of the research, significance of the research, scope and limitation of the research, and definition of key terms.

1.1 Background of the Research

Language style is a subset of linguistic studies, which is the study of the language styles used by persons in communication who have distinct language styles in different situations. Chaika (1982:29) says that language style is how a person communicates, and it might take the shape of verbal or written expression. That is, when someone employs language style, they prefer to use the linguistic option to express their knowledge. A person's communication style has also become a set of instructions. Furthermore, Meyerhoff (2006:27) states that linguistic style frequently indicated someone's originality, point of view, and human condition. It indicates that the circumstances of people can influence linguistic style. People in a formal context, for example, can utilize distinct language styles than humans in a casual situation. When a president gives a speech in front of the citizens, for example, he will use highly formal language. It occurs because the context is formal and has specific reasons for delivering such information. When a father speaks to a mother, the circumstances are very different. As far as is understandable, father frequently

utilizes personal language with mother. When both people have a close relationship, intimate language is employed. For example, amongst couples, they frequently use the words "honey," "baby," or another call name that is unique to their area. When someone has a normal condition, it differs from a regular condition. If we look at language style viewpoints, this happens in real life or in some literature such as movies and books.

Sociolinguistics is a branch of linguistics that studies the function of language in society. Georgieva (2014:4) proposes a research in sociolinguistics that describes the use of language in connection, particularly in language in social studies. Another definition is that sociolinguistics is a branch of linguistics that focuses on the study of language as it is employed in social cultural phenomena (Trudgill, 1983:32). This indicates that this study concentrated on language as a medium of communication between persons from various social groups or contexts. Meanwhile, the definition of sociolinguistics is about studying that specific board in the field of language, and it also describes the method of language research (Meyerhoff, 2006:1). Sociolinguistics is often described as the study of how people use language in different regions of the world, as well as how a government selects which languages are recognized in courts and schools.

The variation of language generally used in society and the social setting that occurred might influence individuals to pick the language that will be used and their social features. According to Yule (1986:190), when individuals wish to communicate, they must understand the speaker's social background,

education, age, sex, class, occupation, and so on. Then, according to Romaine (1994:74), style can alter depending on the prevailing social situations. The varied forms of language might vary depending on the audience's background, the form of the discourse (oral or written), and the nature of the event. Many researchers analyze language style in three aspects of written or spoken language, each with its own theory and subject to analyze.

Language's purpose in communication is to communicate ideas or information from speaker to hearer. It has several diverse styles and its style has a crucial part to convey the objective of social contact to comprehend the meaning from the social communication in language. Its style also makes it easy to understand who is speaking the language. For instance, the way a language uttered by a boy to his teacher will be different from the one that he uses to his friends. Therefore, the selection of language style in use for communication is very important. In addition to avoiding misunderstandings, it is also so that the message conveyed to the recipient or interlocutor is easily conveyed.

Previous study on language style especially on intimate language style has been conducted by previous researchers. As a study by Oktaviani (2021) and Purwarno (2021), they conducted a study on intimate language style utilized in the movie Nicolas Sparks' *The Notebook* which has romantic genre. They analyze every character utterance using movie script. The researcher employed Martin Joos' (1976) theory as the main theory to examine the intimate language style of the film in this study and using Holmest (1992)

theory to analyze the influence factors of intimate language style choice. During the investigation, the researcher discovered calculation of intimate style which total 22 data points. There are address with 6 data, extraction with 4 data, jargon 3 data, close friend relationship with 5 data, and family relationship with 4 data. The researcher also found four social factors that influence the intimate style used, there are participant that are as family and close friend, the second factor is topic which is appear in this film are privacy and love topics discuss in this film, setting is the next factors because it appeared in informal setting such as beach and dome, the last one is function which is to show an intimacy among the characters.

There is more than one type of linguistic style utilized in a single work of study. As delivered by Putri, et. al. (2021), they conducted a study on language style that appears in the main character of "Teman Tapi Menikah" movie. The researcher analyses this movie using Martin Joos's (1976) theory to analyze the data and using Holmest (1992) to analyze the influence factors the use of language choice. They discovered 238 kinds, with 25 indicating the use of language choice as a determinant. They came to the conclusion that the film featured five distinct language styles: frozen, formal, consultative, informal, and intimate. The main character's preferred language style was informal, which was heavily impacted by the participation element.

Aside from that, language style is used to examine not only oral language but also written language, which has numerous variation of style in their writing. In Rahmawati's (2019) research of written language, she evaluates

linguistic style in The New York Times Advertisements. One of the instances from written language is advertisement. To analyze the data, she applied William Well's (1995) language style theory, which classified the provided sentences and utterances. She discovered three types in the advertising: hard sell style, soft sell style, straightforward style, and comparison style. Indicating that this advertisement contained a lot of information about the product, facilities, and so on.

The researcher decides to evaluate the language style used in the movie based on the previous study because there is still rarely to do a research focusing on intimate language style whereas intimate language style is the most language style used in daily life, but the difference is in the theories utilized to analyze the data and in the genre of the movie, this object which is the movie has the different genre that is family animation while there is any research not doing a study using this object.

The previous study mostly employed movie genres involving romance, teen and drama. However, Encanto is a computer-animated musical fantasy comedy family film released in the United States by Walt Disney Animation Studios and distributed by Walt Disney Studios Motion Pictures. Encanto follows the Madrigals, a multigenerational Colombian family lead by a matriarch, whose children and grandchildren gain magical talents from a miracle that allows them to assist the people of their rural village known as the Encanto. This film's conflict revolves mainly around family. This film convey a lot of family conversation which is convey about closest relationship in daily

life. So, this movie contains a lot of intimate language style used by the characters.

In this film, several linguistic types are utilized in their discourse. Language style recall is a research that typically connects to social environment. It is tough to disconnect from society when we learn different linguistic types. The discussion or dialogue below is an example of the linguistic style used by the movie's characters, and verbs generated from nouns happened in this speech.

Alma : Tonight, this candle will give you your gift, mi vida. Strengthen your country, strengthen your home. Make your family proud.

Mirabel : Make my family proud.

The narrative and dialogue above make it clear that this movie focuses mostly on the usage of intimate language styles, particularly in the context of familial interactions. The linguistic variations that make this film worth investigating. The writer considers studying the speech utilized in the film for a variety of reasons. The writer decides to study Encanto movie because some people examine war movies or dramatic movies which is have romantic genre while this movie have a comedy and family genre, which implies that the genre will impact the language style employed in this movie, which is intimate style.

The writer chooses Encanto movie because in the storyline that includes language style especially intimate style that use in a daily conversation among the family. The story line will relate in the used of intimate language style in real life as a daily used to communicate with people. Since the writer could not

discover another writer who examined a cartoon film like *Encanto*, and many authors generally analyzed speech from a war movie or a romantic movie.

The writer is conducting extensive research on the varieties of speech styles used in intimate family discourse is that this conversation is frequently employed in everyday life. Furthermore, analyzing this type of speech style will aid in understanding the use of intimate style in families and reduce the understanding of the use of common intimate style for a lover in conjunction with the use of intimate style in families. This is the most interesting topic to analyze since the researcher has not found it in other studies.

The researcher decided in pursuing this issue, language styles, since she notices that many researchers who have taken sociolinguistics appear to be confused about which phrase belongs to which language style. Furthermore, despite the fact that this intimate language style is commonly used in everyday life, research rarely addresses it. As a result, the researcher chose the intimate language style from the film *Encanto* as the focus of this research.

The author thinks that this study will provide readers with information and understanding in sociolinguistics, particularly on the language styles utilized in the film, which is intimate that focus on family relationship. In addition, the study is intended to learn more about certain speech styles, particularly those used in intimate situations in families, and this has relevance in sociolinguistics. Intimate language style is usually used by participants who have very close relationship, like between family members, between close friends. The writer only focus doing research use intimate language style for

family relationship that utilized by every character in the movie, particularly horizontal relationships (husband and wife, siblings, etc.) and vertical (parents and children). Thus, the writer creates named "**An Analysis of Intimate Language Style Used by The Characters in Encanto Movie**". The author suggests using Martin Joos's (2007) theory to assist this study and determine the sorts of speech styles utilized in the Encanto film. Besides, the researcher use Holmes' (1992) theory of social factor to understand the elements that influence the characters' usage of intimate language in their utterances.

1.2 Statement of Research Problem

Based on the background above, this research proposes the main problem as follows:

1. What are the characteristics of intimate language styles used by the characters in “Encanto” movie?
2. What are the factors that influence the characters to use intimate language styles?
3. What are the meaning and messages of the intimate language styles used by the characters in “Encanto” movie?

1.3 Objective of the Research

Concerning with the problems, this analysis is intended to achieve some objectives:

1. To explain the characteristics of intimate language styles that are used by

the characters in “Encanto” movie.

2. To explain the factors that influences the characters to use intimate language styles.
3. To explain the meaning and messages of intimate language styles that are used by the characters in “Encanto” movie.

1.4 Significant of the Research

The result of this study is expected to give some contribution for reader, students, and future research.

1. Reader

The reader gets information and enriches their knowledge of intimate language style, especially in family relationship by Martin Joos theory (1976) used by the characters in “*Encanto*” movie and the reader will know the factors that make the speaker used intimate language style by Janet Holmes theory (1992) and the reader also will know the mean and message of the use intimate language style expression.

2. Students

The students can deeply understand the characteristic and the functions of intimate language style especially in family relationship so they directly are able to apply in daily conversation. They can also improve their skills in English through watching “*Encanto*” movie.

3. Future research

The result of this research is expected to give motivation for future

research in using sociolinguistics theory to examine the different style of communication and the future research can use this research as a reference about intimate language style in family relationship that used in the movie.

1.5 Scope and Limitation of the Research

This study was carried out to discover the use of language styles in social communication, the social factors that influence the choice of language style, and the intent and purpose to be conveyed by using language style. This study focuses on sociolinguistics, specifically the use of language style in social communication as depicted in the *Encanto* movie. The researcher only examines one type of language style used by the characters in the film, as well as the factors that influence the use of that style and the intent and purpose of using the language style used by the characters through the utterances of the characters and the scripts in the film. In order to limit this research, the researcher only focuses on intimate language styles used by the characters in the film in family relationships. Intimate language style is a style of language used in private, such as when communicating with family, lovers, and closest friends, with intonation as the key component. Addressee characteristics, extraction characteristics, jargon characteristics, close friend characteristics, and family relationship characteristics are intimate language style characteristics.

1.6 Definition of Key Terms

In order to avoid misunderstanding about the use of terms, it is important for the research to give the suitable meaning of the key terms used in the research. Some terms are defined as follows:

a. Language Style

Language style is defined as the choice of words used by a specific group of people when speak in a place and in one condition. Language Style is pivotal of construct in the study of sociolinguistics variation. Language style is very important for people to express their ideas, people use style depend on with whom they speak and where they speaking too.

b. Intimate Language Style

Intimate language style is language style that excludes public information. Intimate language style tolerates nothing of the system of any other style. (*Five Clocks (1967: 29)*)

c. *Encanto*

Encanto is a 2021 American computer-animated musical fantasy comedy film produced by Walt Disney Animation Studios and distributed by Walt Disney Studios Motion Pictures. *Encanto* follows a multigenerational Colombian family, the Madrigals, led by a matriarch whose children and grandchildren except for Mirabel Madrigal receive magical gifts from a miracle that helps them serve the people in their rural community called the *Encanto*. When Mirabel learns that the family is

losing their magic, she sets out to find out what is happening, and save her family and their magical house. (movies.disney.com/Encanto)

d. Movie

A film shown in a cinema or on television and often telling a story.

([dictionary.cambridge.org>dictionary](https://dictionary.cambridge.org/dictionary))